



Minneapolis Healthy Corner Store Program

The Minneapolis Healthy Corner Store Program supports store owners in making fresh produce and healthy foods more visible, affordable, and attractive to neighborhood residents.

Project Timeline

May 25, 2010

Applications Due

May 31, 2010

Stores selected to participate in the Healthy Corner Store Program

June 2010:

Stores develop project plans to increase inventory and store sales of fresh produce and healthy foods

July 2010 – June 2011

Stores implement project plan

Benefits to Stores

As a partner in the Minneapolis Healthy Corner Store Program, MDHFS will provide stores with:

- Assistance from a grocery store expert to develop a project plan to:
 - Identify goals, opportunities, and strategies for increasing sales of healthy foods
 - Strategically display fresh produce and healthy foods
 - Display in-store promotional materials highlighting healthy foods (shelf signs, posters, flyers, etc.)
 - Purchase, price and stock healthy foods affordably
 - Develop a financial system to help track and monitor sales of healthy foods
- Assistance in promoting healthy offerings to neighborhood residents
- Small business development resources from the City of Minneapolis such as loan opportunities

Store Commitment

To participate in the Minneapolis Healthy Corner Store Program, stores must:

- Increase and prominently display healthy foods, including:
 - At least 3 new items of fruits and vegetables
 - At least 2 new items of whole grain products
 - At least 2 new items of low-fat and/or skim dairy products
- Display Healthy Corner Store marketing materials within the store
- Participate in training for produce purchasing, stocking, handling and marketing
- Document and sharing sales records of healthy foods
- Actively participate in implementing store changes



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This Minneapolis Department of Health and Family Support program is funded through the Minnesota Department of Health's State Health Improvement Program.

Creating a Healthier Minneapolis
healthy eating + physical activity + smoke-free living

Minneapolis Department of Health and Family Support (MDHFS)
250 S. 4th St., Rm. 510, Minneapolis, MN 55415-1384 | www.ci.minneapolis.mn.us/dhfs



Criteria for Store Selection

Minneapolis corner stores will be selected through an application process based on the following criteria:

- Have space to display new inventory of fresh produce and healthy foods
- Be located in priority neighborhoods/communities: Near North, Phillips, University, Cedar/Riverside and Seward
- Be WIC authorized and/or accept EBT
- Able to collect sales data on fresh produce and healthy foods

Contact Information

If you are interested in participating, or want to learn more, please contact Minneapolis Department of Health and Family Support's Aliyah Ali at (612) 673-3861 or aliyah.ali@ci.minneapolis.mn.us.

www.ci.minneapolis.mn.us/dhf



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